

Waterfront Signage Program
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PROJECT SUMMARY:

Create a signage and way-finding program that is to be incorporated into the overall repositioning efforts currently being undertaken by Waterfront Associates for its Waterfront project at 401 M Street, SW, Washington, DC.

DESIGN DISCIPLINE:

Signage/Way-finding and associated graphics.

BACKGROUND:

Waterfront is a 2.5 million square foot mixed-use revitalization in the heart of Southwest Washington, D.C. Located at M and 4th Streets SW, the site includes the Waterfront – Southeastern University Metro Station and is near the Southwest waterfront.

This multi-phased redevelopment project includes approximately 1.2 million square feet of residential, approximately 1.2 million square feet of office, and 110,000 to 160,000 square feet of retail. Waterfront Associates will develop 2.1 million square feet of office, residential and retail space in the new Waterfront town center, while RLARC will develop the Northeast section of the site into a 400,000 square foot mixed-use building. The project will re-open 4th St., SW to help improve vehicle and pedestrian access through the neighborhood and into the site. Construction of the first phase of the project will commence in late 2007.

The East & West 4th Street buildings and associated Grocery Shell comprise the commercial component of the first phase of the multi-phased mixed-use development. The initial phase consists of two eight-story office buildings with a Grocery Shell at grade. The buildings will yield a combined minimum of 500,000rsf of office area, plus a 55,000gsf grocery and approximately 34,000sf of neighborhood-serving retail. The office buildings will be freestanding with windows on all sides, with a 30' by 30' structural column grid, and 8'-6" typical ceiling height on office floors. The ground floor level of the office buildings will have a higher floor-to-floor height to accommodate retail. The East 4th Street Office building will intersect with the tall one-story Grocery Shell on its eastern side. Each building will have 2 levels of below-grade parking that will accommodate commercial uses, as well as residential parking for the adjacent East and West Tower Converted Residential buildings. East and West Plazas that traverse the site bound the buildings to the south. The plazas will be constructed over the parking structure below. To the north, an interim surface parking lot will bound the West 4th Street building, and a landscaped grass lot will bound the East 4th Street building. The total site development and the first phase of the multi-phased development have been submitted in a Stage 1 PUD Modification and Stage 2 PUD Submission, respectively along with a Zoning Map Amendment to change the underlying zoning for the site from C-3-B/ C-3-C to C-3-C in its entirety (Zoning Case No. 02-38A). PUD approval is anticipated in September.

The project scope included in this proposal includes Master Planning of the entire Waterfront SW site and full design of the initial phase of development and construction, including:

- Overall site signage for the 584,655sf project site bounded by:
 - M Street, SW to the south
 - Square 499, Lots 52, 57, & 82 (former National Park Service land) to the north
 - Lot 50 (Marina View development) to the west, and
 - Lot 79 (Town Center East development) to the east
- Pedestrian/vehicular signage associated with reopening of 4th Street, SW
- Signage for two office buildings, 4th Street, SW East and West Office Buildings

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Full design of retail and residential phases of development is not included in this initial phase.

GOAL:

Based on a D.C. PUD Application, Waterfront Associates is now proceeding with the preparation of a graphic signage and way-finding program to be implemented in a phased installation as part of the redevelopment plan for Waterfront.

The key goal is the creation of a graphic environment that is clear, understandable, informative, friendly and helpful to the Waterfront visitor, tenant and resident. The program requires a high quality design and appropriate visual interest, yet must be functional and complementary to the existing built environment.

The following parameters will serve as the basis for the development of the signage and way-finding program for Waterfront:

- The Waterfront PUD Stage 2 Application
- D.C. Signage Regulations
- DDOT Anacostia Waterfront Transportation Architecture Design Standards
- Image - Timeless Quality Design
- Cost Effectiveness (first cost and long-term costs)
- Durability/Maintenance
- Flexibility/Multiple Applications/Changes

SCOPE OF WORK:

The required scope of work will include the following activities and work products as necessary to achieve the above stated goals. All work will require coordination with the base building and tenant fit-out design work and technical consultants. Certain elements of the signage design may require development on an expedited basis to assure coordination with construction and occupancy schedules.

Task 1 - Existing Conditions and Familiarization/Documentation

- Review all applicable rules and regulations for signage.
- Develop a full understanding of the existing signage and conditions in the neighborhood surrounding the project, as well as the interim design conditions and proposed full development plans.
- Meet with Waterfront Associates and design team to develop a solid understanding of the development program and D.C. approval processes.

Task 2 - Directional and Way-finding Signs/Identifiers

- Transportation – to Metro, Metro Bus, access to major road access, etc.
- Local Amenities – Arena Stage, SW Waterfront, Baseball Stadium, etc.
- Parking – directions to and identifiers for tenant and public parking.

Tasks 3a (4th Street SW within project site & Private Drives) & 3b (extension of 4th Street SW from project site to K Street, SW) - Street/Area Directional Signs

- Evaluate street signage typically used by D.C. and review need for new design or incorporate DDOT standards.
- Identify locations requiring street name signage (eg where, what, etc).
- Identify locations requiring public transportation signage (Metro, Metro Bus, etc).
- Traffic Control signage, including stop, yield, merge, crosswalk, parking, busses, taxi, etc. at all private and public roadways, including:
 - 4th Street, SW
 - West Private Drive
 - East & West Plaza Private Drives

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- North Private Drive (master plan only)
- Coordination with road design developed by Owner's Civil Engineer.
- Schedule designating type, design, quantity, location and budget of proposed signage, as required.

Task 4 - East 4th Street Office Building

- Determine need for, location of and type of signage for the base building both internal and external. Include:
 - Lobby directory.
 - Building addresses.
 - Identification of all building common-use areas.
 - Directional, locational and identification signage; including restrooms, emergency exits, fire alarm system placards, and any other Base Building element that, in accordance with applicable code requirements.
- Determine need for, location of and type of signage for parking by building. Include:
 - External parking garage entrance identifiers.
 - Internal directions to exits/elevators.
 - Tenant Information in garage.
 - Internal parking garage traffic flow.
- Coordination with project architect and technical consultants including parking consultant and traffic consultant.

Task 5 - West 4th Street Office Building

- Determine need for, location of and type of signage for the base building both internal and external. Include:
 - Lobby directory.
 - Building addresses.
 - Identification of all building common-use areas.
 - Directional, locational, and identification signage. Include restrooms, emergency exits, fire alarm system placards, and any other Base Building element that require identification in accordance with applicable code requirements.
- Determine need for, location of and type of signage for parking by building. Include:
 - External parking garage entrance identifiers.
 - Internal directions to exits/elevators.
 - Tenant Information in garage.
 - Internal parking garage traffic flow.
- Coordination with project architect and technical consultants including parking consultant and traffic consultant.

Task 6 - Miscellaneous

- Event Signage (Prototype/Concepts)
- Seasonal Display (Prototype/Concepts).

Task 7 - Interim (Communications During Construction)

- Develop a concept design/plan for use during construction to include construction signage, concepts for flyers/notices to tenants/community about disruptions/announcements/changes, and other associated graphics, such as 'excuse our work', 'temporarily closed', 'relocated to...', etc. signage. Entire PR image for the construction should be compatible with the overall program planned by the Owner's Marketing Department, which will be provided to Signage Designer.

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The development of each task, except task 1, will require the following steps and work product:

1. Schematic Design
 - Conceptual development of design of all required signage including:
 - Comprehensive sign schedule w/ representative messaging
 - Site and floor plans annotated to show typical sign locations
 - Prototypical design of each unique sign type, size, and configuration
 - Color and material samples
 - Font & typography samples
 - Representative sign mock-ups
 - Outline Specifications
2. Design Development
 - Following approval of Schematic Design package by Waterfront Associates, prepare Design Development Documents including:
 - Comprehensive sign schedule w/ detailed messaging
 - Site and floor plans annotated to show each sign location
 - Proposed design of each unique sign type, size, and configuration
 - Typical construction details
 - Final color and material samples
 - Final font & typography samples
 - Updated sign mock-ups
 - Draft Specifications
3. Final Documentation & Bidding
 - Following approval of the Design Development package by Waterfront Associates, prepare a final set of bid/construction documents for use in the bidding, fabricating and installation of the approved signage program. This work will include the required meetings with the project team to review the documents, bid procedures, fabrication requirements and budgets for both fabrication and installation.
 - At completion of this phase, all of the information required to purchase and install the signage, including all power, foundation and material requirements, will be included in the documents.
 - If permit drawings are included as part of the fabrication/installation work, this requirement will be modified accordingly.
 - Prepare the required documents to conduct an independent, competitive bid process to a pre-approved group of fabricators and installers.
 - Manage the bid process from issuance of the bid package, through receipt and evaluation of the bids, to making a recommendation of a fabricator and installer to Waterfront Associates.
4. Installation Administration: The Consultant's involvement in the production and administration of the actual installation work will be determined after the proposals are received and discussions held between the Consultant and Waterfront Associates.
5. Submission to District of Columbia: Concurrent with the preparation of the final documentation required for fabrication of the signage program, the consultant shall prepare and present the required design documents to D.C. The submissions will include both the presentation documents required for review and approval of the DDOT and other agencies and those portions of the Final Documentation package required for issuance of permits, if any.]

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MEETINGS:

In order to perform the work, numerous meetings will be required to obtain information, determine the schedule, review designs, etc. The above described scope of work is intended to include all meetings, reviews, presentations, etc., that are required to perform the work. Following is a description of those meetings or presentations that are more formal in nature. Accordingly, the consultant should include its participation in these meetings as part of the scope of work and in its fee proposal.

If Waterfront Associates requests additional meetings for its convenience or changes the scope of work so that additional meetings or presentations beyond those identified are required, the consultant may be entitled to additional compensation for such efforts, if agreed to with Waterfront Associates prior to performing such work. However, if additional meetings or presentations are required due to the consultant's work being insufficient, incomplete or rejected by Waterfront Associates or D.C., additional compensation should not be expected.

All working, progress, review and organizational meetings for each Scope Item are viewed by Waterfront Associates as being part of the design process, and as such, are to be included in the base fee.

All presentation and other meetings described as follows are viewed by Waterfront Associates as being part of the design and approval process, and as such, are to be included in the base fee.

Kick-off Meeting (1)

This meeting will be held to introduce your team, meet with the development management team and design/ technical consultants to review the project to date, discuss the agreed upon scope of work and schedule with the entire team and to kick off the project.

Programming Meeting (1)

One meeting with representatives of the design team as well as office, retail, marketing and executive groups involved with the project.

- This meeting will be structured to provide a means of developing a firm understanding of the operations of the Waterfront development and its office, retail, residential uses.
- Individual use requirements, expectations and 'wish lists' for the signage program will be determined in these meetings.
- Discussion of general and specific signage needs, global issues and seasonal programs will be discussed in these meetings.

Progress/Review Meetings (As Required)

These meetings will be held with the appropriate people and team members as required to review information, determine strategies, discuss design concepts, explore options, obtain more information, etc. The participants in these meetings will generally be the development managers and/or his consultants; however, these meetings could involve D.C. representatives, zoning attorneys, property management or other personnel involved with the redevelopment efforts, as appropriate.

Schematic Presentations (7 total)

These meetings will be to present the design concepts at various stages of progress to obtain feedback from the team. Presentations to the development project team will be required for each of the Scope Items that follow:

- Scope Item 1 – Existing Conditions
- Scope Item 2 – Streets/Directional

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Scope Item 3 – Way-finding
Scope Item 4 – Parking
Scope Item 5 – East 4th Street Office Building
Scope Item 6 – West 4th Street Office Building
Scope Item 7 – Miscellaneous
Scope Item 8 – Interim

Assume 1 presentation for each of the following groups of scope items:

- Scope Item 1, 2 and 3
- Scope Item 4, 5 and 6
- Scope Items 7 and 8

Assume 1 follow up meeting for Items 7 and 8.

Assume a total of 3 follow up meetings for Items 2, 3, 4, 5, and 6.

Design Development Presentations (6 total)

These meetings will be to present the design concepts addressed in Scope Item 10 at various stages of progress to obtain feedback from the team.

Presentations to the development project team will be required for each of the Scope Items that follow:

- Scope Item 2 and 3
- Scope Item 4, 5 and 6
- Scope Item 8 and 9

Assume a total of 3 follow up meetings.

Final Design Presentations (2 total)

These meetings will be to present the final design package to the development team and then to the executive group.

Formal District of Columbia Meetings (4 total)

Once the signage program is approved by Waterfront Associates, the consultant shall prepare and present the required signage program documents to D.C.

SCHEDULE:

While the first phase of the project is scheduled to deliver throughout 2010, it is anticipated that the installation of the first phase of the signage program should begin in 3rd QTR 2009. This phase of the signage work must be fully coordinated with the building construction and transportation improvements. It is expected that the remainder of the signage program will be installed over several years.

Execution of the signage program must be coordinated with this delivery schedule. The anticipated schedule for the Consultant's work is as follows:

Scope Item	Complete By:
Award Date	10/01/07
Existing Conditions	11/01/07
Concept Designs	12/01/07
Schematic Designs	02/01/08
D.C. Submission	02/01/08
Design Development	03/01/08

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Final Documents	04/15/08
Bid/Negotiation	04/15/08
Initial Installation	3 rd QTR 2009 (Start Date)

GENERAL:

Key Dates: Proposal Due Date: 9/17/07
Award: 10/1/07

Delivered To: Volker Zinser, AIA
Shalom Baranes Associates
3299 K Street, NW, Suite 400
Washington, DC 20007

Fee Type: Fixed Fee

Invoicing: Monthly based upon percentage of work completed.

Reimbursable Expenses:

Consultant shall specify a guaranteed maximum amount (GMA) for reimbursable expenses associated with consultant's work to complete this project. GMA should include:

- All travel costs for consultant's staff necessary to complete the work, including meals, airfare, mileage, parking, hotels, cabs, etc.
- All printing and material costs for progress drawings, prints, renderings, computer time, computer plotting and prints, packages, compact disks, etc. required for in-house use and for progress checks/updates. No mark-up of out-of-house expenses will be allowed.
- Consultant shall provide three (5) sets of documents and one (1) record disk for each deliverable or presentation as part of the GMA. Additional copies requested by Waterfront Associates will be paid as a reimbursable expense over and above the GMA.
- Consultant will be reimbursed at cost for any requested services not included in the GMA, with Waterfront Associates' prior approval of the service and submission of the proper back-up documentation.

Ownership:

Waterfront Associates shall own all designs and documentation generated by the consultant for this project.

Work Product:

Computer-generated drawings shall be provided in software and format to be approved by Owner.

Text or spreadsheet documents shall be provided in the latest version of Microsoft Word or Excel on a compact disk (CD). The layout and font style shall match an agreed upon format and shall be presented in 11" x 17" booklets, larger board formats and power point presentations, as required.

Preference to Local Small Disadvantaged Business Enterprises:

Waterfront Associates is committed to providing opportunities for District of Columbia registered LSDBE firms. Preference will be given to those firms or teams who demonstrate LSDBE participation in their RFP response. For all registered firms, please provide

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documentation of LSDBE registration with DC Department of Small and Local Business Development including LSDBE Number and expiration. More information on DC's LSDBE program can be found at: <http://olbd.washingtondc.gov>

PROPOSAL SUBMISSION REQUIREMENTS:

Provide three (5) sets of the following submission requirements:

- Summaries of consultant's company history, design philosophy and structure.
- Detailed description and images of similar projects by firm.
- Qualifications of firm manager, project manager and designer(s) that will be assigned to this project.
- A detailed description of the approach and process that your firm will use in this effort, including at a minimum the areas of design, cost estimation, bid process, fabrication detailing and administration of the project.
- A list of five references, to include the client contact for at least three of the similar projects requested above.
- Any other information that you deem would be beneficial and appropriate to presenting your qualifications for the project.
- Proposed fee based on the scope of work and GMA for the project.
 - Separate pricing is required for each task, and for each phase of design, as indicated in the following table.
 - Provide labor fees and GMA for expenses as separate amounts.
 - For labor, provide breakdown indicating labor categories, hourly rates, and estimated labor hours for each Task and stage of design, for review by Owner.

<i>Task Number</i>	<i>Task Description</i>	<i>Concept & Schematic Design</i>	<i>Design Development</i>	<i>Final Design & Bid</i>	<i>Installation Administration</i>	<i>TOTAL</i>
Task 2	Wayfinding	\$	\$	\$	\$	\$
Task 3a	4 th Street Signage (Project Street)	\$	\$	\$	\$	\$
Task 3b	4 th Street Signage (Park Street)	\$	\$	\$	\$	\$
Task 4	East 4 th Street	\$	\$	\$	\$	\$
Task 5	West 4 th Street	\$	\$	\$	\$	\$
Task 6	Miscellaneous	\$	\$	\$	\$	\$
Task 7	Interim Conditions	\$	\$	\$	\$	\$
TOTAL		\$	\$	\$	\$	\$

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APPENDIX A

For your use in preparing a proposal, the following materials are posted to our ftp site:

- Waterfront Associates PUD Stage 2 Application
- Office Building Lobby Concept Designs
- Merchandising Plans for Master Plan and Initial Build-out

Files are located on the ftp site in the following folder:
...:\26016-cntx\FROM SBA_Consultant RFP's\Wayfinding Graphics

Please use the following link to access the site:

[ftp://ftp.sbaranes.com/ 26016-ds127](ftp://ftp.sbaranes.com/26016-ds127)

The ftp site is accessible during the following hours (EST):

Monday thru Friday: 5am to 10pm

Saturday: 5am to 4pm

Other Materials:

DDOT Anacostia Waterfront Transportation Architecture Design Standards may be found at:
[http://ddot.dc.gov/ddot/cwp/view,a,1249,q,620637,ddotNav_GID,1744,ddotNav,\[33960\].asp](http://ddot.dc.gov/ddot/cwp/view,a,1249,q,620637,ddotNav_GID,1744,ddotNav,[33960].asp)